

**Fig. 1**

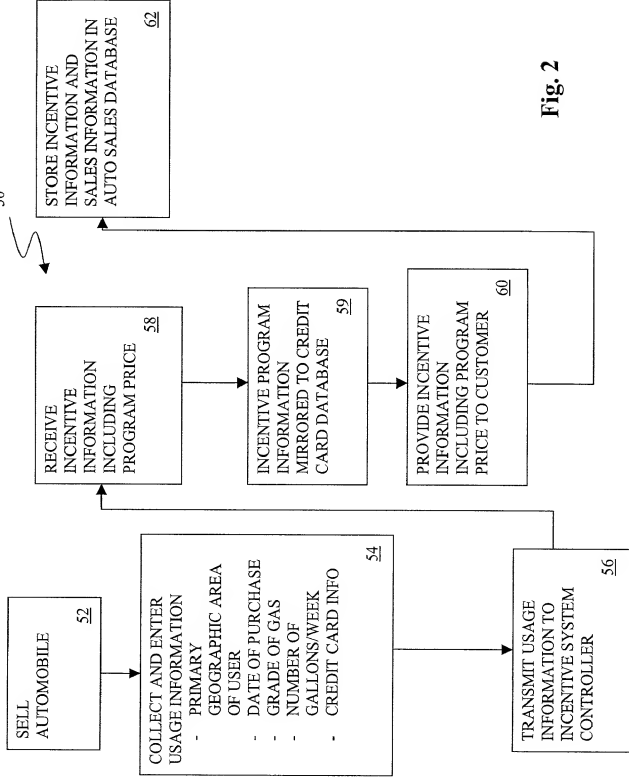


Fig. 2

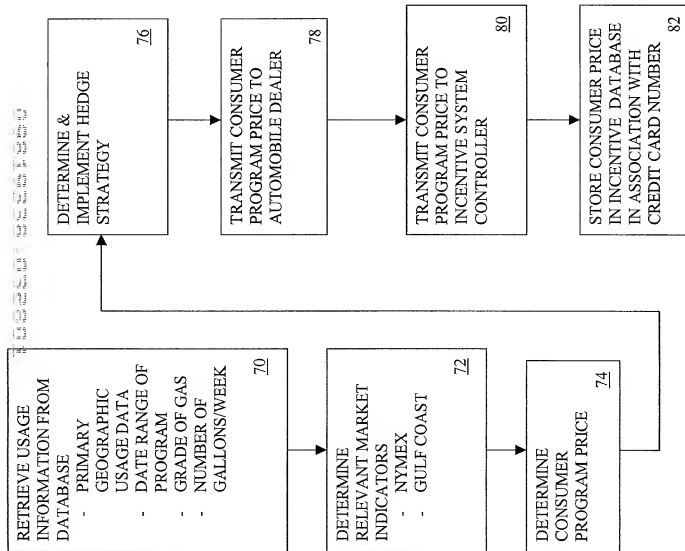


Fig. 3

90

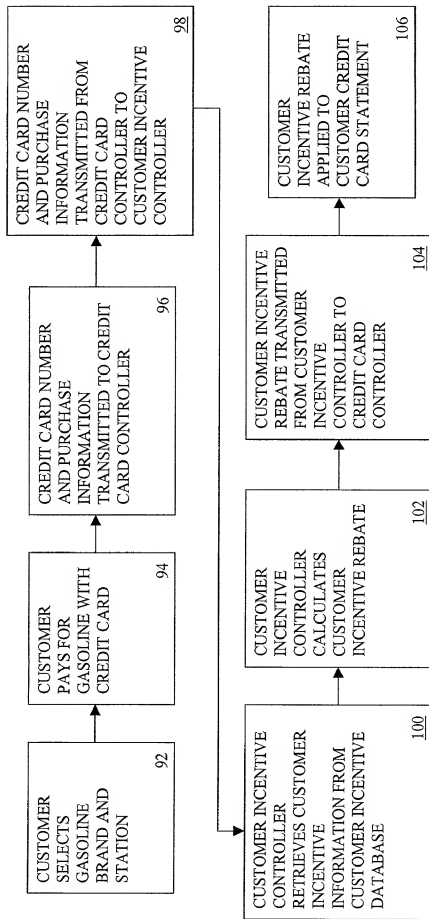


Fig. 4

CUSTOMER INCENTIVE DATABASE RECORD 36

CUSTOMER NAME	CREDIT CARD INFORMATION	GAS GRADE	GAS QUANTITY	PROGRAM PRICE	GALLONS USED THIS MONTH	DATE INFORMATION
37A JOHN SMITH	123-4567-8910	89 OCTANE BRAND A	40 GALLONS/MONTH	\$1.50	15	PURCHASE DATE, PROGRAM DATE RANGE
37B JANE DOE	234-5678-9101	90 OCTANE BRAND A	100 GALLONS/MONTH	\$1.60	40	PURCHASE DATE, PROGRAM DATE RANGE

Fig. 5

GASOLINE PURCHASE DATABASE RECORD 40

40A CUSTOMER NAME	40B CREDIT CARD INFORMATION	40C GAS GRADE	40D GALLONS OF GAS PURCHASED	40E RETAIL PUMP PRICE	40F TAXES
41A JOHN SMITH	123-4567-8910	89	10	\$2.00/GALLON	\$0.15/GALLON
41B JANE DOE	234-5678-9101	90	20	\$2.25/GALLON	\$0.20/GALLON

Fig. 6

# AUTOMOBILE SALES DATABASE RECORD 44

CUSTOMER NAME	CUSTOMER INFORMATION & CREDIT CARD NUMBER	CUSTOMER INCENTIVE INFORMATION	INCENTIVE DATE INFORMATION	AUTOMOBILE SALES INFORMATION
JOHN SMITH	123-4567-8910	89 OCTANE/40 GALS. PER MONTH/\$1.50 + TAXES/GALLON	PURCHASE DATE, PROGRAM LENGTH	SUV MODEL ABC, RED, 4WD, OPTION PACKAGE Z
JANE DOE	234-5678-9101	90 OCTANE/100 GALS. PER MONTH/\$1.60 + TAXES/GALLON	PURCHASE DATE, PROGRAM LENGTH	SPORTS SEDAN MODEL BCD, YELLOW, OPTION PACKAGE L

Fig. 7

110

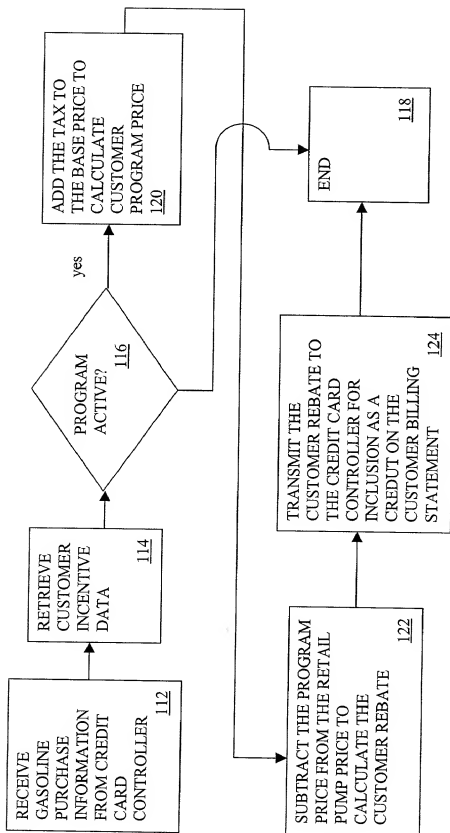


Fig. 8





